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**FROM:** HQDA DCS G44S

**RELEASED BY:**

EDINGTON.ROYCE.ALLEN

**ORIGINAL TO RECIPIENTS:**

AL ALARACT(UC) @ ADDRESS LISTS @ ORGANIZATIONS @ ARMY @ DOD @ U.S.  
GOVERNMENT

**ORIGINAL CC RECIPIENTS:**

HQDA DCS G44S;HQDA DCS G44S

**SUBJECT:**

FISCAL YEAR 2010 (FY10) GUIDANCE FOR IMPLEMENTATION OF THE CHIEF OF  
STAFF, ARMY (CSA) SUPPLY EXCELLENCE AWARD (SEA)

**TEXT:**

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THIS MESSAGE HAS BEEN SENT BY THE PENTAGON TELECOMMUNICATIONS CENTER  
ON BEHALF OF DA WASHINGTON DC//DALO-SUE//FOR THE ARMY G-4.

1. (U) REFERENCES:

1.A. ARMY REGULATION (AR) 5-1, ARMY MANAGEMENT PHILOSOPHY.

1.B. AR 40-61, MEDICAL LOGISTICS POLICIES AND PROCEDURES.

1.C. AR 710-2, SUPPLY POLICY BELOW THE NATIONAL LEVEL.

1.D. AR 735-5, POLICIES AND PROCEDURES FOR PROPERTY ACCOUNTABILITY.

1.E. DEPARTMENT OF THE ARMY (DA) PAMPHLET 710-2-1, USING UNIT SUPPLY  
SYSTEM MANUAL PROCEDURES.

1.F. DA PAMPHLET 710-2-2, SUPPLY SUPPORT ACTIVITY SYSTEM MANUAL  
PROCEDURES.

2. (U) PURPOSE: THIS MESSAGE PRESCRIBES REQUIREMENTS AND PROCEDURES  
FOR ADMINISTRATION OF THE FY10 CSA SEA PROGRAM. GENERAL GUIDANCE  
IS CONTAINED IN APPENDIX G OF AR 710-2.

3. (U) GENERAL: THE SEA IS A TOTAL ARMY PROGRAM OPEN TO ACTIVE  
COMPONENT (AC), ARMY NATIONAL GUARD (ARNG), AND U.S. ARMY RESERVE  
(USAR) UNITS AT BATTALION, COMPANY, BATTERY, TROOP, OR DETACHMENT  
LEVEL. INCLUDED ARE BOTH MODIFIED TABLE OF ORGANIZATION AND EQUIPMENT

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(MTOE) AND TABLE OF DISTRIBUTION AND ALLOWANCES (TDA) ORGANIZATIONS. THE SEA AWARD CEREMONY WILL BE COMBINED WITH THE ARMY AWARD FOR MAINTENANCE EXCELLENCE (AAME) AND DEPLOYMENT EXCELLENCE AWARD (DEA) PROGRAMS, NOW KNOWN AS THE COMBINED LOGISTICS EXCELLENCE AWARD (CLEA) PROGRAM. THE CLEA CEREMONY WILL BRING TOGETHER AND RECOGNIZE REPRESENTATIVES FROM THE U.S. ARMY'S BEST LOGISTICS UNITS AND AGENCIES.

4. (U) OBJECTIVES: THE SEA PROGRAM OBJECTIVE IS TO ENHANCE LOGISTICS READINESS AND SUPPLY EFFECTIVENESS. THE SEA PROVIDES A POSITIVE INCENTIVE FOR EXTRAORDINARY SUPPLY OPERATIONS, PROPERTY ACCOUNTABILITY, AND RESOURCE MANAGEMENT, WHILE ENHANCING AWARENESS OF THE ARMY COMMAND SUPPLY DISCIPLINE PROGRAM (CSDP). IT ALSO PROVIDES A FORUM FOR RECOGNITION OF PERFORMANCE, IMPROVEMENTS, INITIATIVES, AND SUPPLY OPERATIONS AT THE ORGANIZATIONAL AND DIRECT SUPPORT UNIT (DSU) LEVELS.

5. (U) RESPONSIBILITIES:

5.A. THE CSA WILL BE INVITED TO PRESENT PLAQUES TO THE WINNERS AND RUNNERS-UP IN EACH CATEGORY.

5.B. THE HEADQUARTERS, DEPARTMENT OF THE ARMY (HQDA) G-4 WILL PROVIDE PROGRAM FUNDING AND OVERALL ADMINISTRATION AND SUPERVISION OF SEA.

5.C. COMMANDING GENERAL (CG), U.S. ARMY QUARTERMASTER CENTER AND SCHOOL (QMC&S), WILL:

5.C.1. SERVE AS THE RESPONSIBLE AGENT FOR ADMINISTRATION OF SEA.

5.C.2. ESTABLISH EVALUATION CRITERIA FOR THE PROGRAM.

5.C.3. ESTABLISH ON-SITE EVALUATION TEAMS THAT CONDUCT EVALUATIONS OF NOMINATED UNITS FROM ARMY COMMANDS, ARMY SERVICE COMPONENT COMMANDS, AND DIRECT REPORTING UNITS.

5.C.4. RECOMMEND WINNERS AND RUNNERS-UP IN EACH CATEGORY.

5.C.5. ASSIST HQDA G-4 IN PREPARATION AND CONDUCT OF THE CSA CLEA PROGRAM.

5.D. CHIEF, NATIONAL GUARD BUREAU (NGB) WILL PROVIDE QUALIFIED MEMBERS FOR EVALUATION TEAM AS REQUIRED.

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5.E. CHIEF, ARMY RESERVE, WILL PROVIDE QUALIFIED MEMBERS FOR THE EVALUATION TEAM AS REQUIRED.

5.F. COMMANDERS OF ARMY COMMANDS, ARMY SERVICE COMPONENT COMMANDS, AND DIRECT REPORTING UNITS WILL ESTABLISH AN EVALUATION PROGRAM, WHICH RECOGNIZES UNITS PARTICIPATING IN ALL LEVELS OF THIS PROGRAM.

6. (U) THE SEA PROGRAM IS STRUCTURED TO ALLOW LIKE UNITS TO COMPETE AGAINST EACH OTHER. THE LEVELS OF COMPETITION ARE:

6.A. LEVEL I USER LEVEL (CSDP TABLE B-1). COMPANY/BATTERY/TROOP/DETACHMENT. UNITS WHO PERFORM THE FUNCTIONS OUTLINED IN CSDP TABLE B-1 QUALIFY FOR COMPETITION IN THIS LEVEL. THERE ARE TWO LEVELS OF COMPETITION. NOMINATED UNITS WILL COMPETE IN EITHER THE MTOE OR THE TDA LEVEL AS FOLLOWS:

6.A.1. LEVEL 1 (A) MTOE UNITS.

6.A.2. LEVEL 1 (B) TDA UNITS.

6.B. LEVEL II PROPERTY BOOK OFFICER (PBO) (CSDP TABLE B-2). ACTIVITIES WITH A LEGALLY APPOINTED PROPERTY BOOK OFFICER, PERFORMING THE FUNCTIONS OUTLINED IN CSDP TABLE B-2, MAY NOMINATE THE PBO OPERATIONS AT THIS LEVEL. UNITS COMPETING AT THIS LEVEL MAY ALSO NOMINATE THEIR UNITS/ORGANIZATIONS IN LEVELS I, III, AND IV FOR INDEPENDENT EVALUATION. THERE ARE TWO LEVELS OF COMPETITION. NOMINATED PROPERTY BOOK UNITS WILL COMPETE IN EITHER THE MTOE OR TDA LEVEL AS FOLLOWS:

6.B.1. LEVEL II (A) MTOE PBO OPERATIONS.

6.B.2. LEVEL II (B) TDA PBO OPERATIONS.

6.C. LEVEL III PARENT ORGANIZATION LEVEL (CSDP TABLE B-3). UNITS COMPETING AT THIS LEVEL PERFORM THE FUNCTIONS OUTLINED IN CSDP TABLE B-3. THEY MAY NOT NOMINATE A SUBORDINATE UNIT FOR PARTICIPATION AT LEVEL I. ONE SUBORDINATE UNIT WILL BE INCLUDED IN THE EVALUATION OF THE ORGANIZATION. HOWEVER, ORGANIZATIONS COMPETING IN LEVEL III MAY NOMINATE OTHER ORGANIC ELEMENTS IN LEVELS II AND IV TO COMPETE AS SEPARATE ENTITIES. THERE ARE TWO LEVELS OF COMPETITION. NOMINATED ORGANIZATIONS WILL COMPETE IN EITHER THE MTOE OR THE TDA LEVEL AS FOLLOWS:

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6.C.1. LEVEL III (A) MTOE ORGANIZATION.

6.C.2. LEVEL III (B) TDA ORGANIZATION.

6.D. LEVEL IV SSA (CSDP TABLE B-4/B5). ACTIVITIES WITH A LEGALLY APPOINTED STOCK RECORD OFFICER (SRO) PERFORMING THE FUNCTIONS OUTLINED IN CSDP TABLE B-4/B5 MAY NOMINATE THE SSA FOR COMPETITION IN THIS LEVEL. THERE ARE TWO LEVELS OF COMPETITION. NOMINATED SSA'S WILL COMPETE AT EITHER THE MTOE OR TDA LEVEL AS FOLLOWS:

6.D.1. LEVEL IV (A) MTOE SSA OPERATIONS (ONLY APPLICABLE TO ACTIVE DUTY ORGANIZATIONS).

6.D.2. LEVEL IV (B) TDA SSA OPERATIONS.

7. (U) NOMINATION SUBMISSION.

7.A. NOMINATIONS FOR SEA ARE LIMITED. AC, ARNG, AND USAR UNITS WILL COMPETE SEPARATELY IN EACH LEVEL.

7.B. ACTIVE ARMY COMMANDS, LESS FORCES COMMAND (FORSCOM); ARMY SERVICE COMPONENT COMMANDS; AND DIRECT REPORTING UNITS, LESS INSTALLATION MANAGEMENT COMMAND (IMCOM) MAY NOMINATE ONE ORGANIZATION FOR EACH LEVEL OF THE COMPETITION.

7.B.1. FORSCOM MAY NOMINATE UP TO TWO COMPETITORS FOR LEVELS I THROUGH IV.

7.B.2. IMCOM MAY NOMINATE UP TO TWO COMPETITORS FOR LEVELS I THROUGH IV.

7.C. ARNG. THE ARNG MAY NOMINATE ONE UNIT FROM EACH REGION AT EACH LEVEL OF THE COMPETITION.

7.D. USAR. ARMY RESERVE COMMAND WILL NOMINATE AT LEAST THREE UNITS AT EACH LEVEL OF THE COMPETITION.

7.E. NOMINATIONS WILL BE ACCEPTED FROM THE FOLLOWING ARMY COMMANDS AND DIRECT REPORTING UNITS.

7.E.1. U.S. ARMY EUROPE AND SEVENTH ARMY

7.E.2. EIGHTH U.S. ARMY

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- 7.E.3. FORSCOM
- 7.E.4. U.S. ARMY MATERIEL COMMAND
- 7.E.5. U.S. ARMY TRAINING & DOCTRINE COMMAND
- 7.E.6. U.S. ARMY CORPS OF ENGINEERS
- 7.E.7. U.S. ARMY SPECIAL OPERATIONS COMMAND
- 7.E.8. U.S. ARMY PACIFIC
- 7.E.9. SURFACE DEPLOYMENT AND DISTRIBUTION COMMAND
- 7.E.10. U.S. ARMY CRIMINAL INVESTIGATION COMMAND
- 7.E.11. U.S. ARMY MEDICAL COMMAND
- 7.E.12. U.S. ARMY INTELLIGENCE AND SECURITY COMMAND
- 7.E.13. U.S. ARMY MILITARY DISTRICT OF WASHINGTON
- 7.E.14. U.S. ARMY CENTRAL (THIRD ARMY)
- 7.E.15. U.S. ARMY NORTH (FIFTH ARMY)
- 7.E.16. U.S.S ARMY SOUTH (SIXTH ARMY)
- 7.E.17. U.S. MILITARY ACADEMY
- 7.E.18. SPACE AND MISSILE DEFENSE COMMAND
- 7.E.19. U.S. ARMY TEST AND EVALUATION COMMAND
- 7.E.20. NETWORK ENTERPRISE TECHNOLOGY COMMAND
- 7.E.21. IMCOM
- 7.E.22. USARC
- 7.E.23. ARMY NATIONAL GUARD REGION COORDINATORS
- 7.E.24. U.S ARMY ACQUISITION SUPPORT CENTER

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7.F. SUBMITTING NOMINATIONS. PROPER SECURITY CLASSIFICATION, DOWNGRADING INSTRUCTIONS, AND MAILING PROCEDURES WILL BE USED.

7.F.1. ALL PARTICIPANTS (AC ARMY COMMANDS, ARMY SERVICE COMPONENT COMMANDS, AND DIRECT REPORTING UNITS; ARNG REGIONS; AND USAR COMMAND) MUST SUBMIT NOMINATION MEMORANDUM THROUGH COMMAND CHANNELS TO COMMANDANT,

U.S. ARMY QUARTERMASTER CENTER AND SCHOOL (USAQMC&S),  
ATTN: ATSM-LTD-SE, FORT LEE, VA 23801-1621, SO AS TO ARRIVE NO LATER THAN 1 AUG 09.

7.G. NOMINATION PACKETS MAY BE SUBMITTED ELECTRONICALLY (DIGITAL SENDER/PDF), BUT THE AUTHORIZING OFFICIAL SIGNATURE MUST BE PRESENT.

7.G.1. THE USARC MAY SUBMIT THEIR NOMINATIONS DIRECTLY TO THE USAQMC & S OR THROUGH THE AC COMMAND AT THE AC COMMAND'S DISCRETION.

7.G.2. FOR ARNG, A COPY MUST ALSO BE FORWARDED TO NATIONAL GUARD READINESS CENTER, 111 SOUTH GEORGE MASON DRIVE, ARLINGTON, VA 22204, ATTN: NGB-AR, DSN 327-7411.

7.G.3. A COPY OF THE NOMINATION MUST BE FURNISHED TO THE OFFICE OF THE DEPUTY CHIEF OF STAFF, G-4 (ODCS, G-4), DIRECTORATE FOR SUPPLY, MAJOR END ITEMS (DALO-SUE), 500 ARMY PENTAGON, WASHINGTON, D.C. 20310-0500.

7.H. SUBMISSION OF NOMINATIONS IMPLIES CONSENT TO BE EVALUATED AND AUTHORIZES USAQMC & S SEA EVALUATORS TO COORDINATE DIRECTLY WITH NOMINATED UNITS. INTERMEDIATE COMMANDS MAY REQUEST INFORMATION COPIES OF CORRESPONDENCE. THIS REQUEST MUST BE SUBMITTED IN WRITING THROUGH THE COMMAND'S SEA POINT OF CONTACT (POC) AND ARRIVE AT THE USAQMC & S SEA OFFICE ALONG WITH THE NOMINATION PACKET.

7.I. LEVELS THAT HAVE LESS THAN THREE QUALIFIED ENTRIES FOR THE COMPETITION WILL BE CLOSED FOR COMPETITION. AT THE DISCRETION OF THE ARMY G-4 OR THE CHIEF, SEA TEAM, A LEVEL OF COMPETITION MAY REMAIN OPEN IN UNUSUAL CIRCUMSTANCES, SUCH AS DEPLOYMENT CAUSING THE NUMBER OF UNITS COMPETING TO BE REDUCED.

7.J. NOMINATED UNITS WHOSE MISSION, LOCATION, AND/OR UNIT DESIGNATION ARE CLASSIFIED WILL ENSURE THAT INFORMATION PROVIDED CAN BE USED IN NEWS RELEASES AND FOR PUBLICITY PURPOSES WITHOUT REQUIRING

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APPROVAL OF THE NOMINATING COMMAND.

7.K. NOMINATING FORMAT FOR ALL PARTICIPATING UNITS (AC, ARNG, AND USAR). THE FOLLOWING INFORMATION MUST BE INCLUDED:

7.K.1. UNIT DESIGNATION.

7.K.2. TYPE OF UNIT (MTOE, TDA OR SSA).

7.K.3. LEVEL OF COMPETITION.

7.K.4. UNIT IDENTIFICATION CODE (UIC).

7.K.5. DEPARTMENT OF DEFENSE ACTIVITY ADDRESS CODE (DODAAC).

7.K.6. COMPLETE UNIT MAILING ADDRESS.

7.K.7. UNITS PHYSICAL LOCATION (BUILDING NUMBER, STREET NAME/ NUMBER, CITY AND STATE).

7.K.8. COMMAND'S DESIGNATION.

7.K.9. COMMAND'S POC.

7.K.9.A. NAME (LAST, FIRST, MI)

7.K.9.B. GRADE

7.K.9.C. PHONE NUMBER (COMMERCIAL AND DSN)

7.K.9.D. E-MAIL ADDRESS (AKO IS PREFERRED)

7.K.10. UNIT POC/ALTERNATE POC (THESE INDIVIDUALS MUST BE AUTHORIZED TO COORDINATE DIRECTLY WITH SEA TEAM).

7.K.10.A. NAME (LAST, FIRST, MI)

7.K.10.B. GRADE

7.K.10.C. PHONE NUMBER (COMMERCIAL AND DSN)

7.K.10.D. E-MAIL ADDRESS (AKO IS PREFERRED)

7.K.11. CQ/SDO PHONE NUMBER (DSN AND COMMERCIAL).

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7.K.12. HIGHEST SECURITY CLEARANCE REQUIRED BY THE EVALUATORS.

7.K.13. COUNTRY CLEARANCE REQUIREMENT (UNITS WILL ASSIST THE SEA TEAM WITH REQUIREMENTS).

8. (U) CRITERIA FOR EVALUATION.

8.A. THE PRIMARY CRITERIA FOR EVALUATION ARE DEMONSTRATED SUCCESS IN SUPPLY OPERATIONS, MANAGEMENT, TRAINING PROGRAM AND RESOURCE MANAGEMENT RESPONSIBILITIES IN COMPLIANCE WITH THE ARMY'S STANDARD SUPPLY POLICIES AND PROCEDURES AND THE ARMY MANAGEMENT PHILOSOPHY. RECOMMENDATION FOR AWARDS WILL BE BASED SOLELY ON ON-SITE EVALUATIONS. WINNING AND RUNNER-UP UNITS WILL RECEIVE PLAQUES AT THE ANNUAL CSA CLEA CEREMONY AND BANQUET. UNITS ATTAINING A SCORE WITHIN 2 PERCENTAGE POINTS OF THE RUNNER-UP SCORE WILL BE RECOGNIZED IN THE DCS, G-4 WINNERS OFFICIAL MESSAGE AS HONORABLE MENTION UNITS. ON-SITE EVALUATORS MUST NOMINATE UNITS FOR THIS RECOGNITION. HONORABLE MENTION UNITS WILL NOT BE HONORED AT THE AWARD CEREMONY NOR WILL THE DCS, G-4 FUND HONORABLE MENTION UNIT REPRESENTATIVES TO ATTEND THE AWARD CEREMONY.

8.B. EVALUATION GUIDELINES AND SCORING CRITERIA WITHIN EACH LEVEL WILL BE DEVELOPED BY USAQMC & S. SCORES WILL NOT BE RELEASED OR PUBLICIZED.

8.C. THE PROGRAM IS STRUCTURED TO USE EXISTING SUPPLY DOCUMENTS AND FILES (ARIMS), THEREBY MINIMIZING UNIT ADMINISTRATIVE REQUIREMENTS. THE FRAMEWORK FOR THE EVALUATION INCLUDES COMPLIANCE TO CURRENT POLICY, TOTAL ARMY QUALITY PERFORMANCE IMPROVEMENT CRITERIA, LOGISTICAL IMPERATIVES IDENTIFIED AS SPECIAL INTEREST ITEMS IN THE COMMAND LOGISTICS REVIEW PROGRAM, AND MANAGEMENT CONTROL OBJECTIVES IDENTIFIED IN THE CSDP, ARMY G-4 AND CG, USAQMC & S SPECIAL EMPHASIS AREAS.

9. (U) MILESTONES.

9.A. RELEASE ANNUAL NOTIFICATION MESSAGE-HQDA, 20 MAR 09.

9.B. NOMINATIONS SUBMITTED BY COMMANDS, 1 AUG 09.

9.C. NOTIFICATION OF EVALUATION PLAN BY USAQMC & S, 10 AUG 09.

9.D. ON SITE EVALUATIONS-USAQMC & S, 15 AUG 09-15 MAR 10.

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NOTE: NOMINATED UNITS MUST BE PREPARED FOR THE CSA SEA TEAMS ON-SITE EVALUATION FROM 15 AUG 09-15 MAR 10. THE SEA EVALUATION TEAM CAN PROCEED TO THE NEXT UNIT WITH A 24-HOUR NOTICE AND ALWAYS WITHIN A 30-DAY WINDOW OF SCHEDULED EVALUATION. IF UNITS CANNOT ACCOMMODATE THE EVALUATION TEAM DURING THE EVALUATION PERIOD, THEY WILL BE ELIMINATED FROM THE FY10 COMPETITION.

9.E. WINNERS MESSAGE WILL BE RELEASED BY HQDA G-4 IN APR 10.

9.F. CSA CLEA CEREMONY AND BANQUET IN MAY/JUN 10.

10. (U) HQDA, ODCS, G-4 POC IS MS. MELISSA EMMONS, COMM 703-692-9486 (DSN 222), OR E-MAIL: MELISSA.EMMONS@US.ARMY.MIL OR CSA.CLEA@HQDA.ARMY.MIL. SEA POC IS CW5 STEPHEN C. IKEDA, COMMERCIAL 804-734-3726 (DSN 687), OR E-MAIL: STEPHEN.IKEDA@US.ARMY.MIL.

11. (U) THIS MESSAGE WILL EXPIRE IN SEPTEMBER 2010, UNLESS SUPERSEDED BY OFFICIAL GUIDANCE FROM HQ, DEPARTMENT OF THE ARMY.

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**DA-ID:** 3209440

**MESSAGE TYPE:** OTHER-ORGANIZATIONAL

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